

**U.S. DEPARTMENT OF COMMERCE: INTERNATIONAL BUYER PROGRAM
ANNOUNCEMENT CABLE**

National Association of Broadcasters 2012 NAB Show®
Where Content Comes to Life

www.nabshow.com

Las Vegas Convention Center, Las Vegas, Nevada, April 16-19, 2012

1. Event Description

The NAB Show® is the world's largest event covering filmed entertainment and the development, management and delivery of content across all mediums. From creation to consumption, across multiple platforms and countless nationalities, the NAB Show® is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. The 2012 NAB Show® features interactive exhibits, on-floor education, live demonstrations and technology-focused pavilions.

NAB Show® Facts:

- 90,000+ media and entertainment professionals from over 150 countries
- Over \$18.8 billion in purchasing power represented onsite
- 1,500+ companies spread over 745,000 net square feet (69,212+ square meters)
- More than 500 skill-building sessions
- 1,300 members of the press
- 85+ years of industry leadership

This event offers the world's most comprehensive educational program led by industry visionaries. Learning formats include: case studies and keynotes, panel and roundtable discussions, targeted conferences, technical tracks/papers, training and certification and workshops. All of this combined in one place make the 2012 NAB Show® the world's most formidable resource for professional development.

A. Target Audience Categories: Broadcast, Digital Media, Film, Entertainment, Telecom, Production/Post-Production, Education, Religious Institutions, Advertising, Military/Government, Retail, Security, IT and more.

- U.S. and International Broadcasters in Public and Private Radio and Television: Terrestrial, Cable, Satellite, Internet Executives, Owners, Station Management, Sales and Marketing, Engineering and Programming
- Film/Motion Pictures: Filmmakers, Studio Executives, Content Owners/Programmers/Aggregators, Syndicators, Independent Filmmakers
- Corporate Communications: Audio/Visual Production, Education and Training, Content Management (storage asset management) Professionals, Ad Agencies
- Production/Post-Production: Radio, Television, Video and Film, Commercial Production, Producers/Directors, Editors (video/sound), camera operators, Directors of Photography, Graphic/Animation Artists, and Content Developers

- Industrial Communications: Audio/Video Production Professionals, Content Management (IT/Storage/Asset Management) Professionals
- Government: Regulators, Audio/Video Production Professionals, Military/Defense
- New Media: Multimedia Software Developers (online, video, video games), Web Developers, Audio/Video Production, Streaming, eLearning, Educational/Training Professionals, Social Media
- Telecommunications: Telcos (Wireline and Wireless), Broadband Professionals
- Other: Social Media, Fortune 500, Retail, Security, Manufacturing, Religious Institutions, Education, Sports, Systems Integrators

B. Product Categories: The NAB exhibit floor will have more than 50 product categories. Some of these categories include:

- Acquisition and Production
 - 3D Stereoscopic Equipment
 - Cameras/Lenses
 - Capture Accessories, Devices and Software
 - Film and Tape
 - Lighting and Grip
 - Mobile/Vehicle Production
 - Motion Capture/Virtual Production
 - Motion Picture/Film Production
 - Set Designs/Props/Furniture and Fixtures
 - Workflow Software and Solutions
- Content
 - Advertising and Commercials
 - Online Content Aggregators/Syndicators/Publishers
 - Content Publishers
 - Interactive and Cross-platform: TV/Web/Mobile
 - Motion Picture: Film and Documentary
 - News/Weather/Traffic Services
 - Radio Programming
 - Short-form Programming
 - Social Networking/UGC
 - Sports/Sportscasting
 - Stock Footage
 - Television Programming
 - Videogames
- Distribution and Delivery
 - Advertising/Analytics/Media Sales Solutions
 - Antennas, Transmitters and Towers
 - Broadband Applications/Infrastructure/Equipment
 - Broadband Connectivity: DSL/PON/FTTH
 - Cable Equipment and Headend
 - Content Delivery Network (CDN)
 - Digital Cinema
 - DTV/HDTV

- Encoding
- Fiber
- IPTV/IP Video/Broadband Video
- Microwave/RF Accessories
- Mobile TV/Video Management Platforms/Applications
- Mobile Video Distribution Technologies
- Online Video Platforms
- Satellite Services
- Semiconductors/Optical Components
- Set Top Boxes/Customer Premise Equipment
- Software/Applications/Middleware
- Streaming/Webcasting
- Test and Measurement Equipment/QoS
- Video on Demand (VOD)
- Web Enabled Devices
- Website Development
- Wireless Applications/WiFi/Wi-Max Infrastructure/Equipment
- Display Systems
 - Stereoscopic/Autostereoscopic 3D
 - Digital Signage (Hardware and Software)
 - TV Sets/Monitors
 - Projectors and Projection Screens
 - Video Display
- Industry Resources (NEW!)
 - Business and Technology Consultants
 - Research/Data Services
 - Sales and Marketing Support Tools
 - Trade Publications/Events/Web sites
- Management and Systems
 - Digital Asset Management and Storage
 - OTT/Interactive Television Applications
 - IT/Network Infrastructure and Security
 - Multicasting
 - Search/Metadata Software/Applications
 - Signal Management and Processing
 - Television/Newsroom Automation Services/Master Control
 - Video/Content Servers/Video Processing
 - Software/Applications/Middleware
 - Workflow Software and Solutions/Systems Integration
- Post-Production
 - Animation and VFX
 - Digital Intermediate
 - Editing
 - Format Conversion
 - Motion Graphics
 - Mastering and Duplication

- Music and Sound Libraries
- Subtitling and Closed Captioning
- Workflow solutions
- Pro Audio: Editing, Mastering, Mixers, Post-Production, Processing and Effects, Production/Recording
- Radio:
 - Advertising and Medial Sales Solutions
 - DAB/IBOC/HD Digital Radio
 - Radio Automation Systems
 - Radio Master Control

C. Benefits for International Buyer Program (IBP) Delegations:

- Complimentary exhibits-only registration
- Advance list of U.S. Exporting Companies
- Advance floor plans of all exhibit halls
- Dedicated NAB staff member to assist you and your delegates in advance of, and during, the show
- Access to the International Trade Center (ITC) in the LVCC.
- Invitations to the NAB International and Global Matchmaking Reception
- Special invitations to show events to offer your “VIP” delegates
- Special VIP Package that showcases convention highlights/suggested sessions to attend
- Personalized letters of invitation

2. Event Promotion

- A. Advertising will be conducted by NAB through numerous marketing channels. Some of these include international tradeshow (BroadcastAsia, Singapore; BIR-TV, China; CCBN, China; InterBEE, Japan; IBC, Europe; Broadcast India, India; CABSAT, UAE; Broadcast and Cable Show, Brazil; KOBA, Japan; Broadcast, Cable and Satellite, Turkey), Advertising Inserts with New Bay Media in 12 international publications reaching over 100,000 prospective attendees, Ten Direct Mail Campaigns, eMarketing, and Cooperative Marketing Programs (AmAsia International, China; Eizo Shimbun, Japan; International Association of Broadcast Manufacturers, Europe; SET, Brazil, CIRT, Mexico and KOBA, Japan.
- B. Multi-Language Brochures: The 2012 NAB Show® will offer multi-language brochures available in January 2012 for download on the website at http://www.nabshow.com/2012/registration_travel/international_services.asp. The 2012 NAB Show® brochure will be available in English, Spanish, Portuguese, Chinese, Japanese, Korean and Arabic. This brochure will contain details on conference tracks, exhibitor product categories, registration, and travel planning.
- C. Visit the show website at <http://www.nabshow.com/2012/default.asp> for information and updates. The website will provide information such as requesting a letter of invitation for visa purposes, registration guidelines, show dates and times, exhibitor information, maps of the

exhibit floor, hotel information, hotel shuttle bus routes and times, educational formats and sessions and other valuable resources for planning your trip to the 2012 NAB Show®.

- D. Hotel information for the 2012 NAB Show® is found at http://www.nabshow.com/2012/registration_travel/housing.asp the housing website is now open.

3. Onsite programs

- A. The NAB Show® will offer hands-on, interactive learning taught by media pioneers, visionaries, known hit-makers and technical experts. The educational program offered at NAB features more than 500 sessions. Please check website (<http://www.nabshow.com/2012/default.asp>) for details.
- B. The International Trade Center (ITC) will be located in the Grand Lobby (Central Hall) of the LVCC.

The hours of the ITC will be from:

- Saturday, April 14, 2012 8:00 AM to 6:00 PM
- Sunday, April 15, 2012 8:00 AM to 6:00 PM
- Monday, April 16, 2012 8:00 AM to 6:00 PM
- Tuesday, April 17, 2012 8:00 AM to 6:00 PM
- Wednesday, April 18, 2012 8:00 AM to 6:00 PM
- Thursday, April 19, 2012 8:00 AM to 2:00 PM

The ITC will offer the following services:

- Onsite registration and/or printing of delegate badges
- Wireless connection for laptops
- Private conference rooms
- Coffee and Tea beverage service
- Onsite interpreters will be available; languages are still to be determined. Please send requests to Shelby Peterson and Emily Dorey.

- C. Shuttle Bus Service: Shuttle bus service will be available beginning Monday, April 16, 2012 at 7:00 AM. Complete schedule information will be posted on the NAB Show® website. Shuttle bus information will also be available in the LVCC, hotel lobbies and the NAB Show® Program and Exhibit Guide.